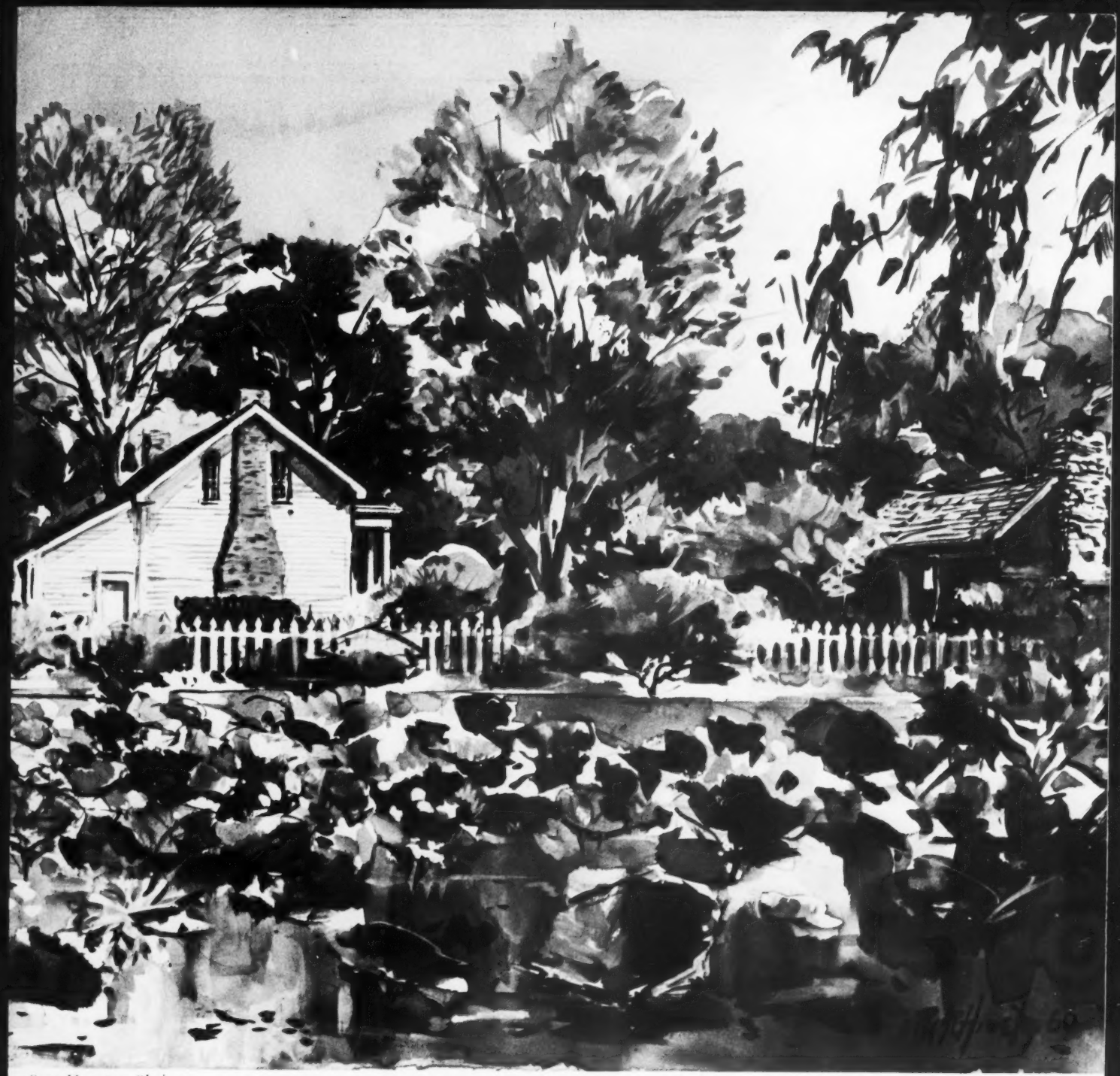
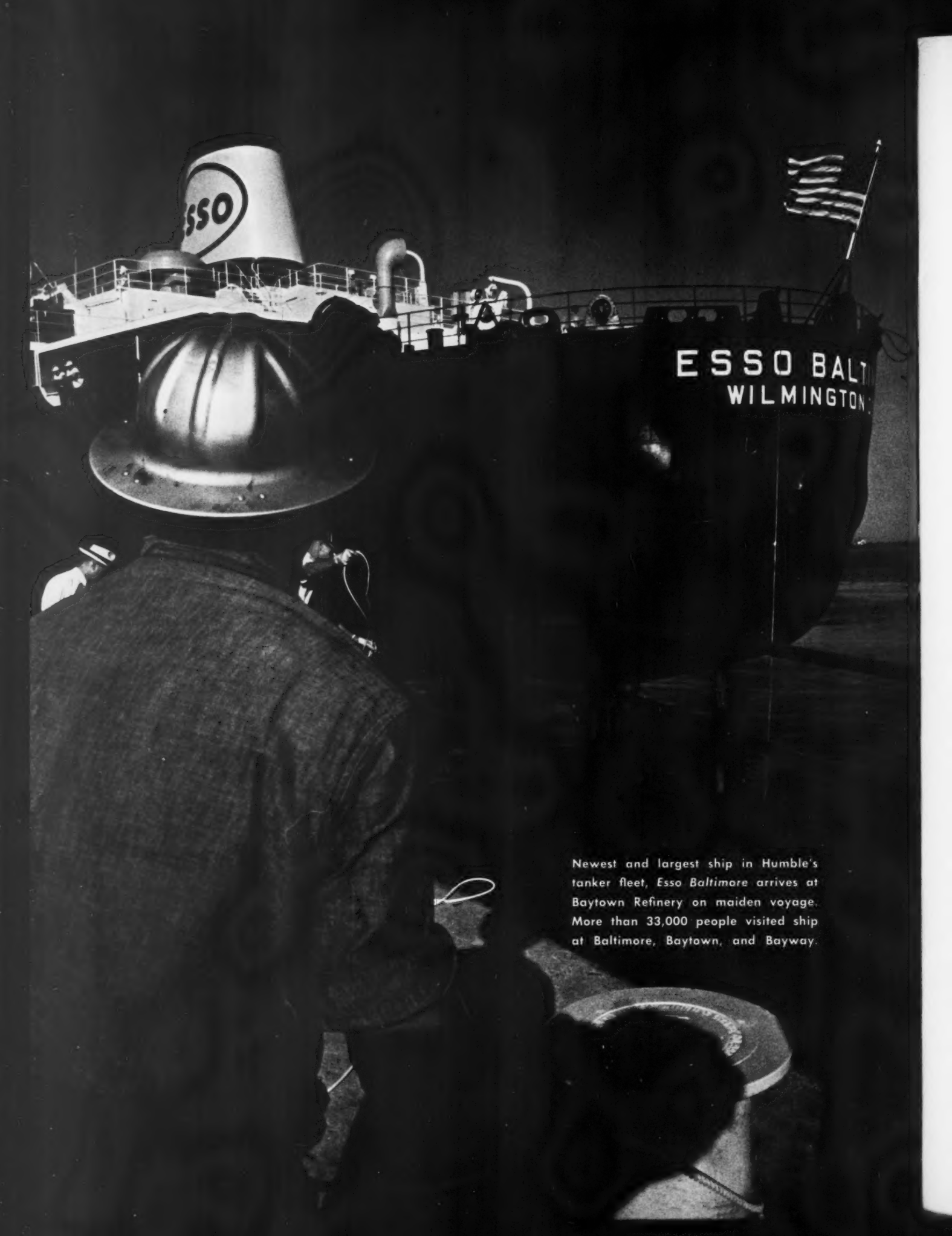


Sam Houston Shrine — *E. M. Schiwetz*

The Humble Way

JULY-AUGUST-SEPTEMBER, 1960



Newest and largest ship in Humble's tanker fleet, *Esso Baltimore* arrives at Baytown Refinery on maiden voyage. More than 33,000 people visited ship at Baltimore, Baytown, and Bayway.

The Humble Way

JULY-AUGUST-SEPTEMBER, 1960

Vol. XVI No. 1

HUMBLE ACROSS THE NATION

Mergers completed, the new Company is now making progress in unifying and coordinating its widespread operations

THE NEW HUMBLE Oil & Refining Company is now, in fact, a company of nation-wide operations. Its areas of activity extend into virtually every state from Maine to California, and from Florida to Alaska. Even in the newest state of Hawaii, Humble is conducting studies with an eye to the possibility of eventual marketing operations there.

Meanwhile, the Company's management continues to make progress in the tremendous task of perfecting the organizational structure for better coordination of these widespread and diverse operations. Significant developments since the last isue of THE HUMBLE WAY include the following internal changes:

• Oklahoma Oil Co., Pate Oil Co., and Globe Fuel Products Co., former affiliates carrying on marketing operations in a large and important area of the Midwest, have merged into Humble Oil & Refining Company and are now operating as Humble's Oklahoma-Pate Division. (See story about this division on pages 4-6).

• Enjay Chemical Company has been established as a division of the Humble Company, with responsibility for coordinating and marketing chemical products on a nation-wide basis. (See story on pages 7-10).

• Penola Oil Company, another former affiliate, has been merged into Humble and is now operating as the Penola Division, under the Marketing Department of the Esso Standard Division. The Penola Division, with S. P. Gildersleeve as general manager, is responsible for marketing and coordinating wholesale lubricating oils, greases, and certain specialty products throughout the United States. It also sells these lines of products to Esso Export Corporation for distribution to foreign markets.

Other signs of unification and growth are in evidence throughout the Humble Company, especially in the field of marketing. A few months ago, the Company extended its marketing operations into two additional states —California and Nevada. It has also initiated a broad program of promoting public recognition and acceptance of the Humble Company as a nation-wide marketer and leading supplier of energy in the U. S.

Humble's entry into the markets of California and Nevada was accomplished by acquisition of marketing properties of Martin Steinberg and Jacob E. Kahn of Gardena, California. The trade included 11 retail outlets in the Los Angeles area and four in Nevada, at Hawthorne, Tonopah, Carson City, and Winnemucca. Also included were 12 retail outlets in Tucson, Arizona, a state in which Humble was already marketing.

The public recognition program is an important one because Humble still markets in different parts of the country under various division names. Only in Texas, New Mexico, and Arizona have motorists had an opportunity to become familiar with the Humble name on retail outlets. Elsewhere, customers are served under the signs of Esso, Carter, Oklahoma, or Pate, depending upon what area of the country they are in. However, on service stations in all divisions will be found the same popular "Happy" oil drop symbol and the same company-wide "Happy Motoring" slogan.

Now, however, additional steps are being taken to introduce the Humble name to motorists in all divisions where it is not already known, and to enhance public recognition of the Company as a nation-wide marketer. Starting in mid-August, Humble began placing its company name on

Outdoor advertising signs such as this helped introduce Humble's new *Enco* brand name to motorists in the Seattle-Portland marketing area served by Carter Division. The word *Enco* is derived from "energy company." Humble is the nation's leading energy company.

the facades of service stations in the Esso Standard, Carter, and Oklahoma-Pate divisions. Service station identification signs, which vary in shape from divison to division, will be converted into a uniform oval shape which will help identify Humble stations across the nation. A uniform color scheme also has been adopted, and all Humble outlets will be painted a brilliant white.

One of the more interesting projects of the Humble Company in recent months has been an experimental introduction of a new brand name in the Seattle-Portland area of the Carter Division. The brand name is ENCO, and it is derived from Humble's slogan, "America's Leading ENergy COmpany."

Enco and Enco Extra were the names given to two new high-energy gasolines introduced by Humble in June to motorists of the Seattle-Portland area. The promotion was accompanied by a full-scale campaign of newspaper, television, radio, outdoor posters, and point-of-sale advertising. While the project has not yet been fully evaluated, public acceptance of the new brand name and product has been highly encouraging.

The new Humble Company is also launching its first nation-wide advertising campaigns. Some of these advertisements have already appeared in national magazines and others will appear in the future. All will feature the fact that Humble is America's leading energy company. Humble's first use of television on a coast-to-coast network basis will begin September 17 with the co-sponsoring of a full slate of 13 National Collegiate Athletic Association football games over the ABC-TV network.

Humble name, as newly installed on this Esso Standard Division service station, is being added to service stations throughout Esso Standard, Carter, and Oklahoma-Pate Divisions.

A number of important executive and headquarters personnel changes have also been announced since the last issue of THE HUMBLE WAY:

Dr. Richard J. Gonzalez, formerly coordinator of finance and economics, has been elected a member of the board of directors of Humble Oil & Refining Company. In addition to his assignments and duties as a director, he will be functionally responsible for finance and economics.

Herman P. Pressler, Jr., formerly vice president and member of the board of management of the Humble Division, has been named vice president and manager of public relations for Humble Oil & Refining Company, where he is in charge of directing and coordinating Humble's expanding public relations activities. In his new position, Mr. Pressler is associated with Joseph L. Seger, former president of the Carter Division, who joined the company's headquarters on June 1 as vice president for all public affairs (public and governmental relations).

Merrill W. Haas, formerly vice president and member of the board of management of the Carter Divi-

HUMBLE'S NEW BOARD MEMBER

Dr. Richard J. Gonzalez, who became a member of Humble's board of directors on July 1, has been associated with the Humble organization since 1937, when he joined the old Humble Company as economics adviser. He holds three degrees from the University of Texas, including a Ph.D. in economics. Dr. Gonzalez became a member of the old Humble Company's board of directors in 1951, and two years later was also made treasurer. Since the formation of the new Humble Company, he has been coordinator of economics and finance on the headquarters staff.

Dr. Gonzalez is nationally known for his many papers and articles on the economics of the petroleum industry. He was chairman of the economics advisory committee of the Interstate Oil Compact Commission for four years, and he has been a member of several committees of the National Petroleum Council. He has also served as consultant for the Petroleum Administration for Defense and for the Office of Defense Mobilization.

Dr. Gonzalez has testified before several congressional committees on petroleum industry problems, and he is one of the best known spokesmen on the principles of percentage depletion as applied to the extractive industries.

He is a member of Phi Beta Kappa, the American Economic Association, the American Academy of Political and Social Science, the American Petroleum Institute, and other professional organizations.

DR. RICHARD J. GONZALEZ

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sion, has been named vice president for exploration in Humble Oil & Refining Company. In this newly created position, which became effective September 1, Mr. Haas is responsible to Humble's board of directors for coordination of all exploration activities for the company.

Dr. Charles F. Jones, formerly manager of the Manufacturing Department of the Humble Division, has been appointed to the newly created position of manager of the Economics and Planning Department of Humble Oil & Refining Company. In his new post, Dr. Jones is responsible for conducting economic studies of the petroleum industry and the general economy as well as for preparing other studies needed in planning the future course of the company.

Robert H. Scholl, formerly executive vice president of Humble's Esso Standard Division, has resigned that position to become director of public relations in Standard Oil Company (New Jersey).

William W. Bryan, who has been serving in Houston as vice president for marketing on Humble's headquarters staff, was named president of the Esso Standard Division to succeed O. V. Tracy, who retired on August 1.

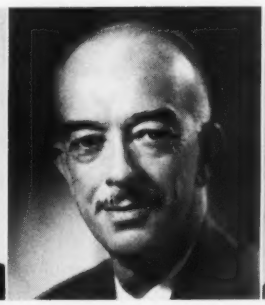
Charles W. Bohmer, Jr., formerly manager of industrial and consumer sales in the Esso Standard Division, has joined Humble's headquarters staff in Houston as assistant in marketing matters to D. W. Ramsey, Jr., Humble's vice president and director for marketing.

Stuart E. Buckley, who has been serving as acting manager of the Humble Division's Economics Department, has been appointed coordinator of planning activities in the newly created Economics and Planning Department of Humble Oil & Refining Company. The other members of the Economics Department (Humble Division) have also been transferred into the headquarters organization and have become a part of the Economics and Planning Department.

HERMAN P. PRESSLER, JR.

MERRILL W. HAAS

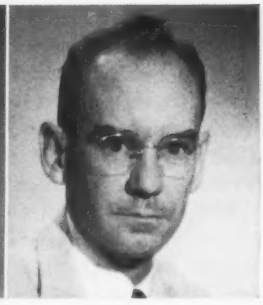
DR. CHARLES F. JONES



ROBERT H. SCHOLL

WILLIAM M. BRYAN

CHARLES W. BOHMER, JR.



STUART E. BUCKLEY

Pate service stations such as this are familiar to motorists in the Milwaukee area. Since recent mergers with Humble, the former Pate Oil Co., Oklahoma Oil Co., and Globe Fuel Products Co. comprise Oklahoma-Pate Division of Humble Oil & Refining Company.

New Division Formed in Midwest

Three marketing affiliates merge with Humble and become Oklahoma-Pate Division, serving heartland market areas

HUMBLE gained important marketing representation in five additional midwestern states on July 1, when Oklahoma Oil Co. and Pate Oil Co., its affiliates, merged with Humble Oil & Refining Company. At the same time, Humble established a new Oklahoma-Pate Division to coordinate operations in the areas formerly served by the two separate companies.

On August 31, another Humble affiliate, Globe Fuel Products Co., a wholesale marketing organization in Chicago, merged with the Humble Company and became a part of the Oklahoma-Pate Division.

These mergers mark the final major steps in the unification program approved last December by shareholders of the parent company, Standard Oil Company (New Jersey). The consolidation of the Oklahoma, Pate, and Globe organizations into the new Oklahoma-Pate Division enables Humble to expand its marketing activity into the heartland of the United States.

Together, the three marketing organizations which form the Oklahoma-Pate Division bring into the Humble Company:

- Some 596 retail outlets, 42 bulk plants and terminals, and more than 25,000 home delivery heating oil customers in five heavily populated and highly industrialized states—Illinois, Indiana, Iowa, Kentucky, and Wisconsin.
- A total of some 1,800 experienced marketing employees who man the various offices, terminals, bulk plants, and service stations.
- Substantial representation in one of the nation's more important population areas. (The five states served by the Oklahoma-Pate Division, plus Ohio —where Humble recently established another new Division—account for about 20 per cent of the nation's total gasoline consumption.)

The new Oklahoma-Pate Division has its headquarters in Chicago, where it occupies an entire floor of the Borg-Warner Building, one of the city's newest office structures. The Division also has three District offices located in Chicago, Indianapolis, and Milwaukee.

R. R. McCoy, formerly president of Oklahoma Oil Co., has been named president of the new Oklahoma-Pate Division of Humble. Other officers of the Division are E. R. Smith, executive vice president; M. B. Denning, vice president and treasurer; and F. C. Hammel, controller. All held similar positions with Oklahoma Oil Co. before the merger.

For years, the Oklahoma and Pate companies operated as non-integrated marketing organizations, blending their products at refineries and supply terminals in the vicinity of their markets. Only recently facilities were installed at the Clermont terminal, Indianapolis, to receive products from Humble's Baytown Refinery in Texas.

Oklahoma Oil Co., largest of the three new Humble members, was organized in Chicago in 1936 as a retail gasoline and fuel oil marketer with 18 service stations and a combination office and warehouse building. Its name,

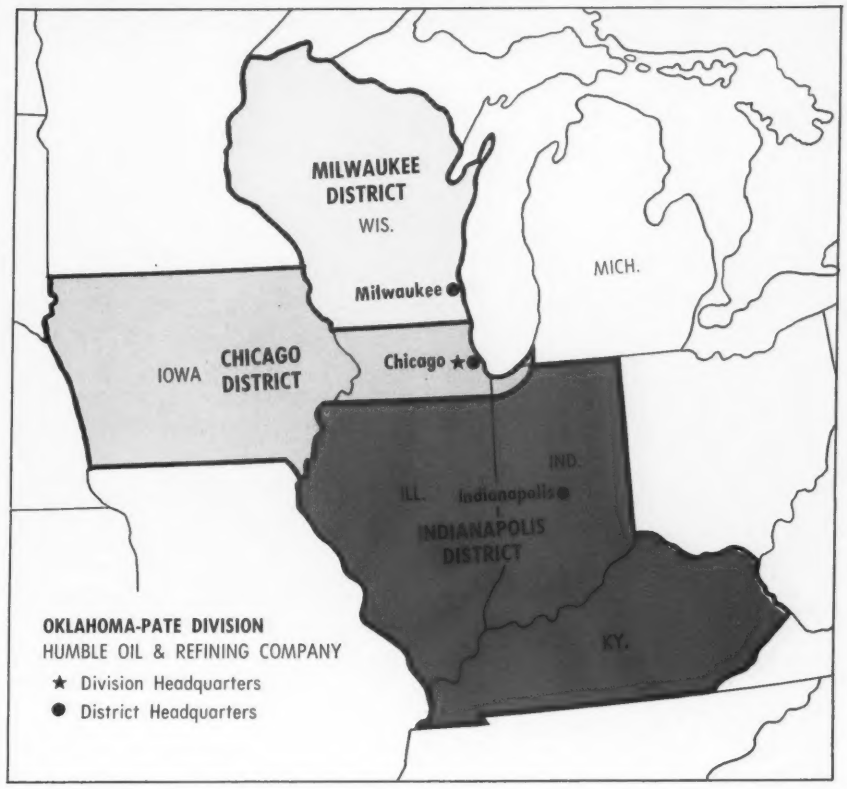
however, dates back to an earlier and smaller company known as the Oklahoma Oil Products Corporation, established at a time when most of the Midwest's oil supply came from the State of Oklahoma.

The mid-1950s saw the Oklahoma brand name gain wide popularity in the sports-conscious Midwest markets after the company began sponsoring television broadcasts of major league baseball. It was during this time that the progressive Oklahoma Oil Company, along with another Chicago sales organization, the Perfect Power Corporation, became members of the Jersey family. Perfect Power's 46 service stations were combined with Oklahoma's 76, making a total of 122 stations marketing under the Oklahoma name. W. L. Barr, formerly of the Gaseteria Co., now heads up the Chicago District as general manager.

In 1958 the Oklahoma Company expanded its marketing operations into many new areas of Indiana, Illinois, Iowa, and Kentucky by joining forces with Gaseteria, Inc., a well-rounded retail marketing organization with 263 retail outlets. Martin E. Gebhardt, of the Gaseteria chain, remained with the Oklahoma Company as general manager of the Indianapolis District. He is now district manager in charge of all operations under the Indianapolis office of Humble's Oklahoma-Pate Division.

The Oklahoma Company brings almost 400 service stations into the Humble Company. It also supplies jet fuel to three airlines, and is a supplier of home-delivery heating fuel to about 18,000 residential customers.

In its unusual home-delivery system, the Division operates an automatic "keep fill" program for about 60 per cent of its fuel oil customers in the Chicago area. Automation helps the employees to know exactly when to replenish a customer's home fuel tank.



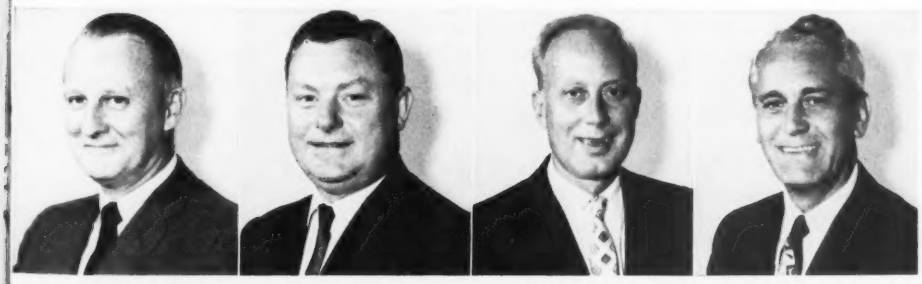
The key to the system is a small, heated structure no larger than a bird house, mounted on the roof of an office building. While chill winter winds howl in off Lake Michigan, automatic equipment measures the amount of electric current required to keep this small enclosure at a uniform temperature, and relays this information to the main office. Here the data are electronically translated into the amount of fuel each "keep fill" customer is burning each day to keep warm. As the computer flags a customer's card, a tank truck is dispatched from one of the ten relay bulk plants scattered over the city, and the customer's home fuel oil supply is quickly replenished. This service has proved popular with thousands of residents in the Chicago area.

Pate Oil Company, the oldest of the three companies, was established in Milwaukee on April 1, 1933—April Fool's Day in the very depth of the depression.

The five founders—William R. Pate, Zeno LeTellier, George Wallace, Harold J. Boll, and Norman H. Ott—were convinced that the best way to succeed in the oil business was to sell better petroleum products than any competitor. They put up their last dollar to achieve that goal. Ironically, the very time these men chose to mortgage their homes and invest their life savings in the new venture was a time when banks over the nation were closing and thousands of other businesses were going bankrupt.

Mr. Ott recalls that they set up their original office in a stable and obtained office supplies when one of their early large accounts failed and paid off with bookkeeping equipment.

The company began operations in the springtime when fuel oil contracts were being signed, and it entered this field by signing some 200 fuel oil customers. Pate still does a flourishing business in home-heating deliveries,



R. R. McCoy E. R. Smith M. B. Denning F. C. Hammel

Neat and modern, this is one of the almost 400 Oklahoma service stations now operating under the Humble Company's new Oklahoma-Pate Division in populous Midwestern area.

and its residential fuel oil accounts now total more than 8,000.

But Milwaukee is an important industrial center with numerous metal-working plants, and it was in connection with this type of industry that the young company gained special recognition. Pate quickly established a reputation for giving unusually prompt service on prescription orders from industry for special greases and lubricating oils. This reputation has been maintained through the years, and today a large part of Pate's operations is in the field of industrial lubricants and fuels. Estimates show that about half of its net profits come from the Commercial and Industrial Department.

A third category in which Pate became a leading marketer is the retail motor fuel business. Although it made fleet deliveries and had a few retail outlets earlier, it was not until 1936 that Pate entered the service station business. At this time, the company introduced Benzol-blended gasoline products to its customers, and for many years Pate was able to offer motor fuel of higher octane rating than that of competitors.

Through the years, Pate compiled a record of "firsts" unmatched by other gasoline marketers in the area. It was first with the higher octanes—starting with three grades of gasoline and at one time marketing four grades. It was first with anti-stalling and anti-icing gasoline, and first with a cleaner burning fuel. Thus Pate's superior products, together with its aggressive advertising program, close dealer relations, and friendly, community-minded sales organization, moved it into a position of number one marketer in the Greater Milwaukee area. It has been a leading marketer in the area since 1953, and last year, through some 200 outlets, accounted for more than 13 per cent of the motor fuel sales in the Greater Milwaukee area. This was about four times the volume sold in 1945.

Pate, a member of the Jersey family since 1956, has one large bulk plant, two small plants that are used primarily for heating oil, and one medium-sized bulk plant for lube blending, grease manufacture, and packaging.

Norman H. Ott, one of the Pate founders, still occupies a responsible position in the organization as district manager in charge of the Milwaukee District of Humble's Oklahoma-Pate Division.

Globe is a wholesale marketing organization with one of the largest heating oil and fuel oil terminals in Chicago. Its sales volume totals about 5 million barrels per year.

The organization, which operated for many years under the name Globe Coal Company, became a part of Jersey Standard in May 1959. Since the merger on August 31, Globe operates as a unit of the Oklahoma-Pate Division, with C. J. Blake as general manager in charge of all operations and sales activities.

To serve its principal customers—mostly retail fuel oil distributors and industrial plants in and around Chicago—Globe is ideally situated on the Sanitary Ship Canal, near the heart of the city. The convenient plant facilities consist of storage capacity for more than 500,000 barrels, a barge dock 2,000 feet long, 21-place truck loading rack and auxiliary units. Another bulk plant is located on the northern outskirts of Chicago, at Skokie, Illinois, where Globe has bulk storage for 12,000 barrels of products, along with an office building and other plant facilities.

Although Humble's new Oklahoma-Pate Division has extensive marketing operations in a large area of the Midwest, there still is considerable opportunity for expansion. Michigan and Minnesota for example, are two neighboring states with inviting marketing potentials. Oklahoma-Pate Division has only a border-line service station in Michigan, a state which uses more than 4 per cent of the nation's gasoline. Minnesota, another state in which Humble is not currently represented, has an important population concentration around Minneapolis, which showed an impressive growth of almost 115 per cent during the decade of the 1950's.

Exceptionally rapid growth of suburbs surrounding Midwest cities already in the Oklahoma-Pate area also promise a bright future for expansion. Chicago's suburbs, for example have grown 71 per cent in population during the past decade. A similar pattern is found in the Milwaukee area, where suburban population increased 41 per cent during the past 10 years. Officials of the Oklahoma-Pate Division are keenly aware of this changing growth pattern in the area and are already expanding with new outlets into these flourishing markets.

The addition of these aggressive marketing organizations to the new Humble Company is another forward stride in spreading the "Happy Motoring" sign across the nation.

Plastic products, made from Humble's new Escon Polypropylene, are examined by group attending Enjay sales meeting at Baytown Refinery. Escon is but one of the almost 50 petrochemicals now being marketed throughout U.S. by Enjay Chemical Company, a division of Humble.

HUMBLE FORMS NEW CHEMICAL DIVISION

Enjay Chemical Company now responsible on a nation-wide basis for all coordination and marketing of Humble's petrochemicals products

IN it first few months of expanded operations, the new Humble Oil & Refining Company has won wide recognition as the nation's largest domestic oil company and leading supplier of petroleum energy. Many people are surprised, however, to learn that Humble also ranks among the top ten suppliers of chemicals in the United States.

The explanation, of course, lies in the fact that Humble is a major developer and producer of *petrochemicals*—those varied and versatile chemical products derived from oil and gas. And it is in the field of petrochemicals that the chemical industry is showing its greatest gains.

In 1930, petrochemicals represented a meager five per cent of the total organic chemical market in this country. Today, fully half of all chemicals consumed (on a dollar basis) are petrochemicals, and market demands continue to increase at a healthy rate of 10 to 15 per cent annually.

The growing significance of petrochemicals in Humble's over-all operations was highlighted recently when the Company established a new division to handle the marketing of chemical products. On May 31, Enjay Company, Inc., formerly a subsidiary of Esso Standard Oil Company, became the Enjay Chemical Company, a division of Humble Oil & Refining Company. At the same time, all of the Humble Division's chemical marketing activities were brought into the Enjay Chemical Company.

In its new role as a full-fledged division of the Humble Company,

J. E. Wood III

R. K. Dix

A. D. Green

K. J. Nelson

Enjay is responsible for all marketing of the Company's chemical products throughout the U. S., and for coordinating the supplies of these products. It is also responsible for coordinating chemical research programs, and for making recommendations on new chemical investments.

To administer the expanded operations of the new Enjay Chemical Company, Humble immediately named four of the top executives of the former Enjay Company, Inc. They are: J. E. Wood III, president; R. K. Dix, A. D. Green, and K. J. Nelson, vice presidents. These officers head a small, but highly specialized organization of 256 employees.

General headquarters for the Enjay Chemical Company remain in New York City, with division offices in New York, Chicago, and Houston. A substantial portion of Enjay's product sales are to Esso Export Corporation, which, in turn, sells the chemicals to foreign affiliates for distribution throughout various markets of the world.

The complete line of Enjay chemical products currently includes nearly 50 different petrochemicals, all of which are manufactured in four Humble refineries. Two of these plants are located in the Gulf Coast area at Baytown, Texas, and Baton Rouge, Louisiana; the others are on the Atlantic Coast at Linden (Bayway) and Bayonne, New Jersey.

To keep supplies of its many products readily available for delivery to customers in all regions of the United States, Enjay maintains carefully controlled inventories at 21 package warehouses and 22 bulk terminals in 35 cities of 17 states. These supplies are closely correlated to the needs of customers served by Enjay's 11 sales offices located in key marketing areas of the country.

• The Eastern Division has its headquarters in New York City, where H. C. Evans is division manager. Sales offices under this division are located in New York City; Plainfield, New Jersey; Boston; and Charlotte.

H. C. Evans

W. F. Wadt

C. J. G. Leesemann

• The Central Division, headed by W. F. Wadt as division manager, has its headquarters in Chicago. Sales offices are located in Chicago, Detroit, Akron, and New Orleans.

• The Western Division, with headquarters in Houston, is headed by a new division manager, C. J. G. Leesemann, formerly of the Humble Division petrochemicals organization. Sales offices in the Western Division are located in Houston, Tulsa, and Los Angeles.

Since the petrochemicals sold through these various offices are, for the most part, raw materials rather than finished products, the work of Enjay's sales representatives is somewhat different from that of Humble salesmen dealing with fuels and lubricants. Enjay's customers are manufacturers who convert chemical raw materials into intermediates and finished chemicals, or who further process plastics and rubber into finished products. Sometimes, a petrochemical goes through several stages of manufacturing before it finally emerges in the form of a consumer product.

It is not unusual, then, for the Enjay salesman to have to sell not only the manufacturer he supplies, but also the customers of this manufacturer. A good example of this type of selling aimed at the "customers' customer" is found in Enjay's Detroit sales office. Here, Enjay has an automotive development group consisting of four technical representatives, all familiar with the needs of the automotive industry. Their main efforts are aimed at getting the auto manufacturers to specify Enjay products in the design of components. Only

then can they hope to supply the contract manufacturers who make the components.

Backing up its Sales Department's nation-wide organization, Enjay Chemical Company has a New Products Department, which includes Market Research, Market Development and Project Development divisions; and a Products Management Department, which includes Plastics, Industrial Chemicals, Chemical Raw Materials, Butyl, and Paramins divisions. At Linden, New Jersey, the Company maintains the Enjay Laboratories, probably the the most modern and complete customer-sales service laboratory in the petrochemical industry.

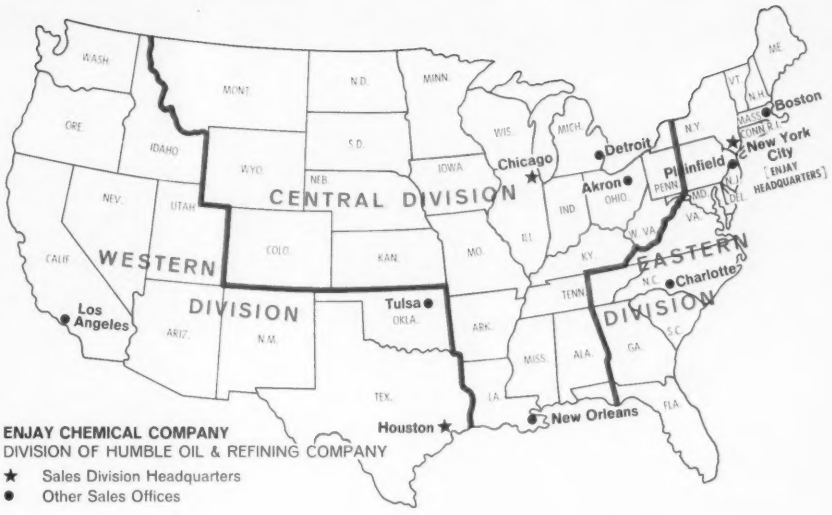
At the Enjay Laboratories, a staff of more than 100 research scientists and skilled assistants devote their full efforts to helping Enjay's customers develop new products from petrochemicals and improve the quality of existing products. Recently, Enjay added a new 30,000-square-foot wing to the labs for the sole purpose of technical service work on plastics. This wing contains practically every available type of plastics fabricating equipment.

Plastics are the newest, and in some ways the most promising, family of petrochemicals produced by Humble. The Company entered the plastics field on a commercial basis last May with the widely publicized opening of a new polyolefin unit at Baytown Refinery. Initially, this unit is capable of turning out 40 million pounds annually of Escon Polypropylene, a superior type of plastic with characteristics that make it suitable for a wide range of uses. Because of its high resistance to heat, Escon Polypropylene can be molded into products which can be sterilized. It is unusually strong, light in weight, and resistant to chemicals. Escon can be made into molded products, films, sheets of plastic, or strands of fibers such as strong ropes which float on water.

Enjay's President Wood points out that Escon Polypropylene is Humble's first plastic product, but "our next plastic material won't be too far in the future."

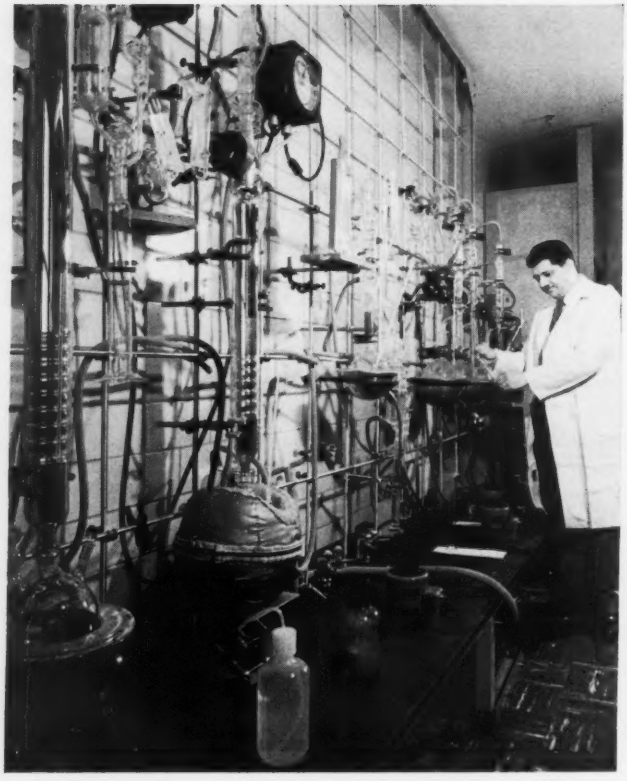
Plastics constitute but one of the five general groups into which all Enjay chemical products can be classified. The other four are:

• Industrial Chemicals, which include products such as alcohols, ketones



All-Butyl tires are among many new and improved products now being made of Butyl rubber supplied by Humble through Enjay Chemical Company. Butyl production is being stepped up.

Testing chemical products at Enjay Laboratories, scientists use this ozone chamber which can duplicate any and all atmospheric conditions.



Another lab scene at the Enjay Laboratories, where scientists help Enjay customers develop new, improved products from petrochemicals.

and a number of other related products.

• Chemical Raw Materials, which include ethylene, butadiene, and other similar materials that are generally sold to the industry as chemical raw materials.

•Paramins, a family of chemical additives used for improving lubricating oils and fuels.

• Elastomers, which include Butyl rubber and Vistanex, an isobutylene polymer used to make adhesives, electrical insulation, and paper coatings.

Butyl rubber, produced exclusively in the U. S. by Humble, continues to be one of the most versatile products sold by Enjay. Initially introduced as a substitute for natural rubber in inner tube manufacture during World War II, Butyl has in recent years found numerous new uses. One of its newest applications is in the manufacture of Butyl tires.

As a result of these increasing demands, Humble is expanding its Butyl production facilities at Baton Rouge and Baytown refineries to a total capacity of about 350 million pounds a year by next summer.

Humble also announced recently that it is expanding facilities at Baytown Refinery for orthoxylene production. The orthoxylene plant capacity will be increased from 44 million to 72 million pounds annually by the end of this year. If demands for the product increase sufficiently, the Baytown orthoxylene plant can be further expanded to a capacity of 165 million pounds annually.

Orthoxylene is an alternate to napthalene, more familiarly known around the home as moth balls. Either can be made into phthalic anhydride, which in turn is used in the production of polyester resins for paints and for fabricated articles such as glass reinforced boats.

Perhaps the outstanding characteristic of the entire petrochemicals industry is that it is in a continuous state of change and development. More than half of the products being sold this year by Enjay, for example, were not in Enjay's line ten years ago. New petrochemicals are coming into the scene at such a rapid clip that probably half of the products Enjay will be selling five years from now are not being sold today.

Orthoxylene, mentioned above, was added to Enjay's line of chemicals only last year. Escon Polypropylene and Buton resins which will have many uses in surface coatings and the plastics industry, are 1960 additions. Two other promising new products have recently been added to Enjay's Butyl family. One is Butyl latex, a liquid rubber material with numerous potential applications. The other is Chloro-Butyl, which has unusual qualities of heat resistance and compatibility with other rubber materials.

Still more new petrochemical products are in the offing for Enjay. Research work is going forward on many interesting new materials. Humble expects to put at least 40 per cent of its future petrochemicals investments into new products.

Nobody can predict how far the petrochemicals industry will progress in the years to come. There is no apparent end to the variety of chemical products which can be made from petroleum hydrocarbons. Humble will devote increasing effort to developing and producing new and improved chemicals. Enjay Chemical Company, as a division of Humble, will continue to see that these products serve the public in more and better ways.

A Shrine for Sam Houston

Life and times of dynamic frontier soldier and statesman depicted for public in two homes and museum at Huntsville

AMONG the pine-clad hills of historic Huntsville, just 70 miles north of Houston on Highway 75, stands a shrine dedicated to a remarkable pioneer, soldier, and statesman—Sam Houston. Here, in the buildings and on the grounds which once served as home for Houston, his wife, and their eight children, has been assembled a collection of items which reflect Houston's active life and his service to state and country.

To the visitor these exhibits serve as a reminder that Sam Houston belongs not solely to the Southwest. When he rode through the waist-high prairie grass of the Gulf coastal plain in 1832 to cast his lot with the settlers who were growing resentful of a dictator's reign from Mexico, he had already gained national recognition as governor of Tennessee, as the representative of the Cherokee nation to the U. S. Congress, and as a dynamic military leader.

Now, the old home place of the Houston family, just across the highway from the Sam Houston State Teachers' College in Huntsville, Texas, is the Sam Houston Shrine. Included are a fine museum with many exhibits and collections of early Texas; Houston's original family home, built in 1847; his old law office; and a restoration of the log kitchen in which the Houston family meals were prepared. The old "Steamboat House" to which Houston retired after serving as governor of the state in 1861 was moved across town in 1936 to become part of the shrine. Gifts from the Houston family have made it possible to provide most of the rooms with original furniture and personal belongings.

Just inside the museum's entrance, the visitor sees a mosaic of the Houston coat of arms and learns the origin of the family name. Sam Houston traced his ancestry back 800 years to Sir Hugh of Pavidan. Sir Hugh, knighted for bravery in battle, was rewarded with a fief in Scotland. A village grew up around his castle and became known as "Sir Hugh's Town." The name changed through the years to "Hugh's Town," then "Hughstown," and finally "Houston"; and it became the surname of all who lived there.

In the museum and in the two houses that were homes for the Sam Houston family, visitors will view the scenes pictured on the following pages.

In the Sam Houston Museum, seen through archway, are rare reminders of the man who was U. S. Senator, governor of Tennessee and of Texas, twice president of the Texas Republic.

Houston loved the spacious grounds and the trees around his home. Here, in 1847, he brought his wife, Margaret Lea, seven years after their marriage in Alabama; and here their family grew to be four boys and four girls. Historians credit Margaret with making Houston's later years the happiest of his life. Before he met her, he had hardly known a place to call home. In his checkered destiny, home had meant an Indian lodge, the Governor's mansion in Nashville, a bedroll on a cold Texas prairie. But in the story-and-a-half dwelling shown above, Houston found love and happiness. Under these trees he met with Indian friends. Baptizings took place in a pond not far away. In 1857 he sold the place to go to Austin as Governor.

Sturdy elegance characterizes the parlor of the Houston home. Houston's descendants gave much of the original furniture to be replaced in the home. At right is a hand-carved chest of drawers. Chairs and sofa represent the best of pre-Civil War furnishings. Houston's granddaughter played on the piano. In 1844, Houston bought a plantation near Huntsville and called it Raven Hill. When he left to be Senator in Washington, he feared Margaret would be lonely in the country; so they purchased the town house which was to become their home. In a letter to a friend Houston calls it "a bang-up place!" The parlor served as the center of their home life and social life. Visitors today may feel they, too, are guests in this home.

The kitchen, typical of frontier kitchens, stood apart from the house to protect the home from heat and fire hazards. It took a lot of food to serve the Houston family and servants; and there was little way to store up food and keep it fresh. Before mealtime it was necessary to gather vegetables, pick fruit, kill chickens, and fetch wood and water. One of the large pots by the kitchen doubled as soap maker, hog scalder, and hominy maker. Others served as salt evaporator and bean pot. To the left, visitors peer into the cabin used as a law office by Sam Houston, the equivalent of the modern man's private den.

The master bedroom reflects Margaret Houston's tastefulness in furniture. The four-poster bed, in frontier days, could be bought only by patient waiting and searching. The marble-topped table is typical of its day. The fireplace offered protection against cold winter days; and much of the family living undoubtedly took place here during unpleasant weather. The baby bed was much in use, as the Houstons had four boys and four girls. Additional displays of frontier home materials may be seen in the museum's Pioneer Room. Here are exhibits of wearing apparel, dishes, dinnerware, quilts and blankets, and other household goods. Here, too, are school books of the times—blue-back speller, dictionary, geography text; and a list of medical supplies, with castor oil at $2.50 a gallon.

Santa Anna's picture, and his horse's saddle and bridle, symbolize the startling 18-minute rout of the Mexican dictator's forces by General Houston's Texas volunteers at San Jacinto on April 2, 1836, thus assuring Texas its independence. Houston thereby revenged the slaying of Texans at the Alamo on March 6. Portraits of Jim Bowie and Davy Crockett, two who died in the Alamo, hang in the Pioneer Room of the museum. When a new town site was laid out near the San Jacinto battlefield shortly after victory, by popular choice it was named Houston. In the far left of the exhibit case above may be seen a leopard-skin vest, worn by Houston as one of the first senators from Texas in 1846 to the dismay of his conservative colleagues. Later he changed his Washington dress to, as a friend described it, "a vast and picturesque sombrero and Mexican blanket."

Steamboat House—so-called because it was modeled after a river boat popular in that day—became the home place of the Houstons in 1861. At this time Houston so vigorously opposed secession that, when the Texas Legislature voted to join the Confederacy, Houston was deposed as Governor. He brought his family from Austin to the quiet of Huntsville. Unable to buy back their original home which they had sold when he was elected governor for the first term, the Houstons rented Steamboat House. During the Civil War, Houston lived mostly in retirement, his heart torn both for Texas and for the Union. In 1863 he developed a cold that settled into pneumonia, and he died on July 26 of that year.

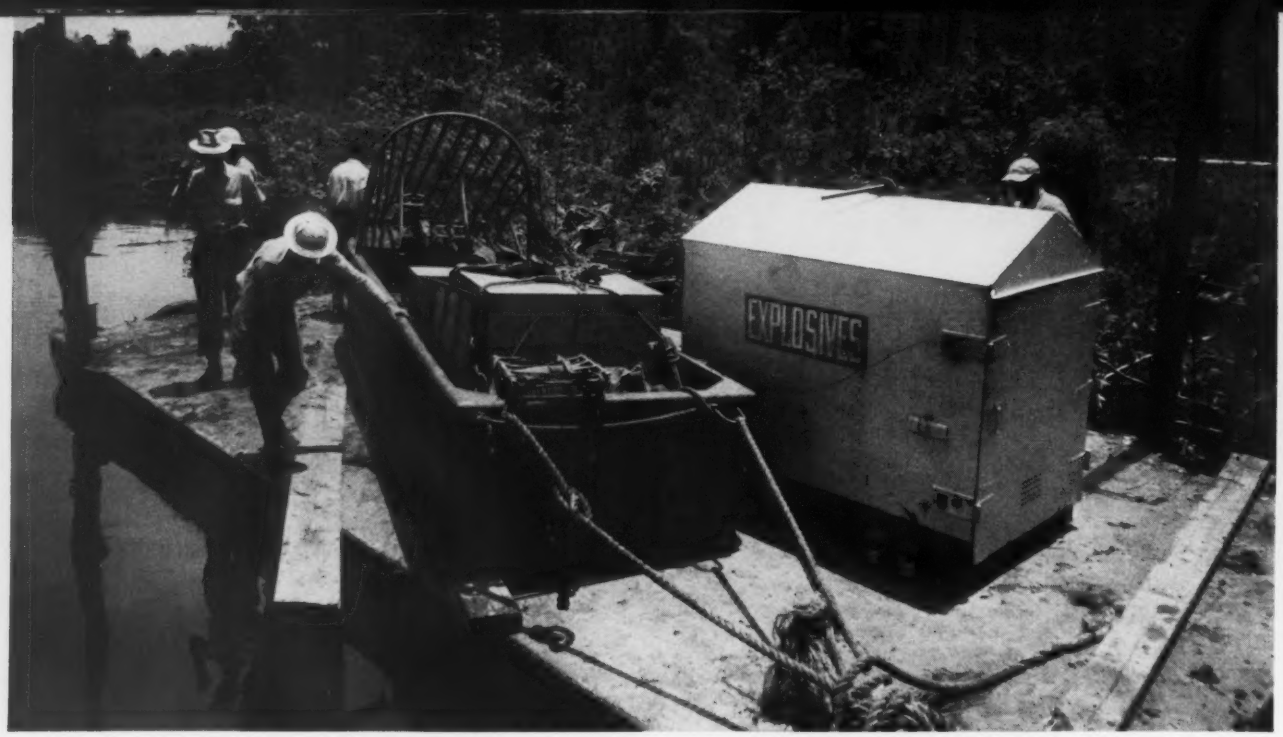
Houston's favorite rocker and footstool indicate that he enjoyed his moments of relaxation, meditation, and reading. His strong concern for sound education and constructive reading is shown by these excerpts from his will: "My will is that my sons should receive solid and useful education, and that no portion of their time should be devoted to study of abstract sciences; I greatly desire that they may possess thorough knowledge of the English language with a good knowledge of the Latin language . . . I wish my sons to be early taught an utter contempt for novels . . ."

Swamp Boat

Unusual craft aids oil search by bulldozing path through soggy wilderness in Louisiana

STRAINING like Volga boatmen, the three husky helpers unreel the cable from the odd-looking steel craft, snake it through the swamp, and loop one end around a giant cypress. At a signal, the man in the boat starts up a winch. The cable springs taut, and the flat-bottomed boat crashes slowly forward into the steamy swamp, plowing an angry sea of vines, choking underbrush, and trees splotched with lichen.

Humble seismic exploration parties who survey the swamplands of lower Louisiana call this mud cruiser a "pull-boat." Because (Continued on next page)



Pullboat hitches ride across canal on barge, prepares to plunge off into dense growth to shot position 142. Boat, 21 feet long and weighing two and one-half tons loaded, will float but just barely. It is designed to move oil hunting equipment into near-inaccessible swamps of Louisiana, as here near Bayou Sale.

it carries oil hunting equipment they once had to pack in themselves, they also call it a vast improvement over old methods.

The pullboat typifies the brand of never-say-die ingenuity and determination that is at the heart of the modern-day oil search. Where no marsh buggy can budge, where no helicopter can settle down, where man himself can scarcely wade, the mighty pullboat bulldozes through.

Humble's nine pullboats have been in service about two years. They work in teams. With one boat, crewmen drill shot holes along a line laid out by engineers. Then a second boat carrying seismic instruments moves up. Its crew strings out geophones, sets off an explosive charge, and makes seismograph records. This data helps find the folds and faults of rock strata that may trap petroleum.

Using pullboats, a seismic party can complete three shots a day in the swamp; four on a good day. In easy places, the pullboat lurches along at a

Stepping gingerly through swamp, wireman Roy Thibodeaux avoids sinking into quagmire. Geophones are buried along line he unreels to pick up reflected shock waves of underground blast. Studying wave patterns, oil geophysicists get a fairly accurate picture of the strata below.

Small drilling rig, mounted on stern of pullboat, bores a 60-foot hole. Three such holes are drilled at each shot position. Despite all the swamp's wetness, collecting enough water for drilling is a major problem. Crew member in foreground builds a water filter trap with leaves.

Loading hole, hard-hatted drillers, helpers stand in what they call "heavy water" as crewman stuffs ten pounds of dynamite to the bottom. When the charge goes off, no graceful plume of water rises into the sky. There is only an earthquaking underground belch and a few smoke-filled bubbles rising to the muddy surface.

brisk five mile-per-hour clip. Other places, it may take half a morning to pull up 1200 feet to the next shot point. Cables break. Engines fail. Trees wedge the boat in a vegetative vise. Everything is tougher in the swamp.

For the men, difficulty is heaped upon discomfort. Working in the mud ten hours is unpleasant, but nobody wants to ride the pullboat. As it toboggans ahead, young saplings whip about like cat-of-nine-tails. There's room for only one man under the iron guard—the boat driver.

Humble Party 21, pictured on these pages, works a ten-day stretch and then has four days off. Each morning, they ride a crewboat up an old logging canal to a point near their work for the day. They carry water, machettes, mosquito repellent, snake bite kits, and sack lunches. Returning about dark to their quarterboat, they are a weary and mud-caked lot. Adds a cook: "And brother, do they eat!"

Party Chief Roy Easley calls Party 21 a jack-of-all-trades seismograph crew. They've handled jobs, he points out, in the open Gulf, in marshes, swamps, and sugar cane fields.

"Next week, we move east of here to a cane plantation. You can see," says Easley, pulling himself not too easily from a hip-deep bog, "why we look forward to a little dry land duty."

Press a button! Crewman Elwood Stephens, left, detonates explosive charge that sends shock waves racing into earth's sediments. Roger Moreland operates seismograph equipment that records reflected waves. Shot position 142 completed, Party 21 moves still deeper into swamp for No. 143.

Birth of a

Scale model shows how building will look when it is completed in 1962.

ITS FEET firmly planted on a massive slab of concrete resting 54 feet below street level, the steel skeleton of the new 44-story Humble Building is now out of the ground and climbing steadily. Sometime next February steelworkers expect to be tying their traditional Christmas tree to the topmost beam of the completed framework, 600 feet above the teeming streets of downtown Houston.

Pictures on these pages depict several stages in the first six months of construction after the official groundbreaking on February 16.

On the block diagonally across the street from the office building under construction, excavation work for the six-story-and-basement parking garage got under way late in July.

The new Humble Building, tallest in the Houston skyline by more than 100 feet, and the nearby parking garage, are scheduled for completion about mid-1962.

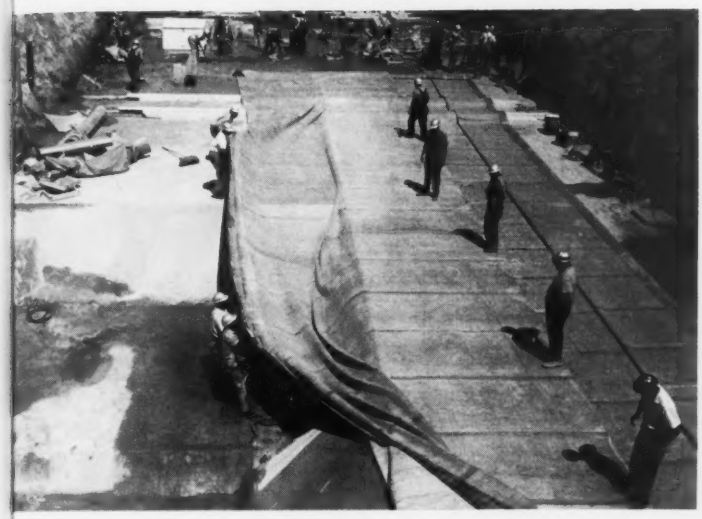
The new building will provide economical headquarters for Humble's manifold operations. Currently, about 1,000 Humble employees in Houston occupy rented space outside the old Humble Building and Humble's Houston Research Center. In the new building all of these Houston employees except the research center group will be brought together under one roof. It is estimated also that, of the 1,000,000 square feet of space in the new building, about 300,000 will be available for rent to other tenants.

Fingers of steel reach for the sky as framework for Humble's new 44-story home office building starts coming out of the ground early in August. The foundation slab lies two floors below the temporary board flooring seen here. The steelwork will progress rapidly and is expected to reach its full height of 600 feet sometime in February.

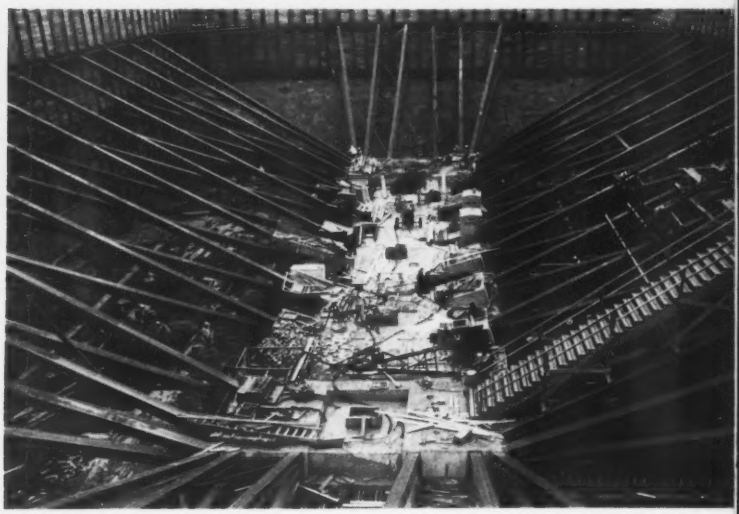
Lightning protection system involves use of 180 grounding anodes such as this one being sunk into the floor of the excavation. Graphite rods inside the protective covering shown here will connect to steel support columns. Atop the building, lightning rods will be connected to these same columns. During electrical storms, should lightning strike, the rods will transmit this energy instantly down the steel columns to the anodes buried beneath the foundation, where it will be dissipated harmlessly into the ground. No other building in the southwest has this type of lightning protection.

a Skyscraper

A progress report, in pictures, of construction work on the new Humble Building in Houston



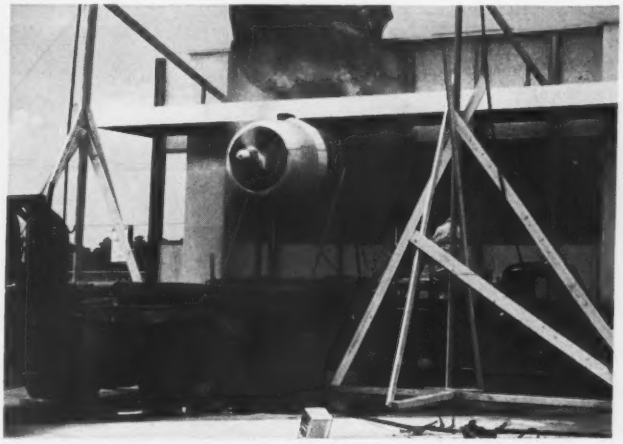
Butyl rubber sheeting, one-eighth of an inch thick, it spread over a thin concrete layer in the bottom of the excavation to form a moisture barrier for the foundation slab later poured on top of it. The sheet of Humble-made butyl will extend around the basement walls all the way to the surface. This is the first use of butyl rubber as a foundation sealer in a major building project, and is expected to open an important new field of use for butyl. More than 200,000 pounds of the sheeting will be required to wrap the sub-surface portions of the Humble Building and nearby garage.

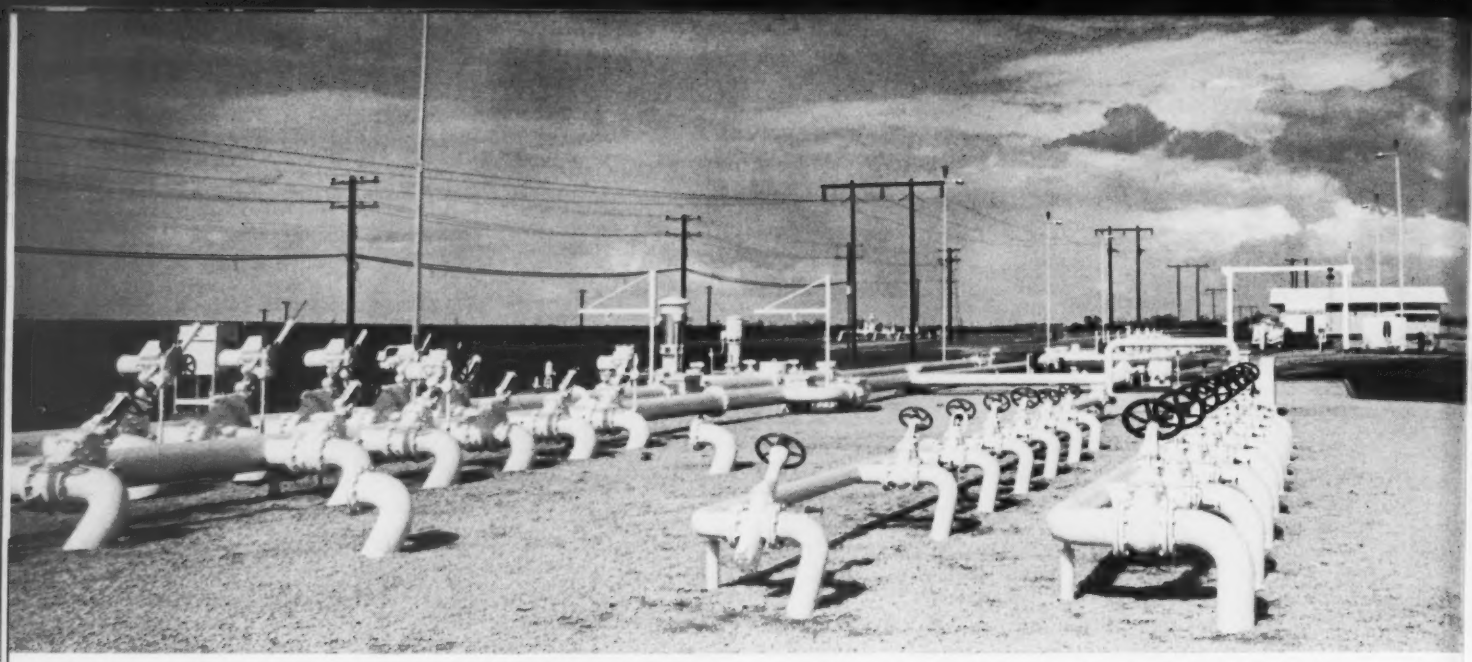


Webwork of steel beams brace retaining wall holding back the earth which surrounds this 54-foot excavation while the foundation and basement take shape. The massive block of concrete in the center is part of the foundation slab which was laid first, to provide an anchor for the wedges. Total weight of the building which will rest on this foundation is estimated at 288 million pounds.

Pouring the slab, two concrete mixer trucks (one almost out of the picture at upper right) simultaneously dump their contents down long zig-zagging metal chutes to the floor of the excavation. It took a fleet of trucks several days to pour the 11,000 cubic yards of concrete that went into the 7-foot-thick foundation. The slab foundation is reinforced with 2,480,000 pounds of heavy steel rods.

Hurricane force wind from an airplane propeller drives simulated rain against exterior wall and window of mock-up section of the new building to test construction materials. This mock-up structure, located at Humble's Houston Research Center, has already paid for itself in valuable information gained from in-use pre-testing of both exterior and interior materials considered for new building.





New Kemper Station, one phase of Humble Pipe Line's modernization program, can pump 142,000 barrels daily of West Texas crude oil to Houston area. It features electric-powered, weatherproof pumping equipment that can be operated from control house in background.

Modernizing The Arteries of Oil

Humble Pipe Line Company takes steps to improve the efficiency of its oil transportation operations

THE price tag of every product you buy—whether it be Hawaiian pineapple, a Detroit-made automobile, or frozen lobster from Maine—includes the cost of moving the item to the market place. This is also true of petroleum.

Fortunately for Americans who use oil and gas in its many forms, the petroleum industry long ago developed efficient, low-cost methods of getting its goods to market. Chief among these is a vast network of pipelines which transport petroleum energy to every corner of the nation.

Pipeline tradition is studded with stories of hardy men overcoming incredible difficulties. But pipeliners, like the oil industry they are a part of, refuse to rest on their achievements and lean back on their laurels. They try constantly to find new ways to increase efficiency and reduce operating costs—a double-barreled crusade that ultimately benefits the consumer of petroleum products.

Humble Pipe Line Company, with 9,400 miles of steel artery lacing across the face of Texas, is a case in point. This wholly owned subsidiary of Humble Oil & Refining Company has reached the final stages of a broad modernization program that was launched in 1955 and put into high

Control panel at Kemper, tended by Humble pipeliners, is heart of new pump station.

gear about two years ago. The program was designed to upgrade the efficiency of operations and improve the company's profit picture in the ruggedly competitive pipeline business. It is doing just that.

This multi-million dollar modernization effort makes full use of the latest advances in pipeline technology. Key trunk line stations have been converted from manually controlled diesel plunger-type pumps to much smaller, automatic electric-powered centrifugal pumps. Booster stations are now operated unattended by microwave radio from remote central stations. Use of meters, rather than gauging tanks, for measuring oil and for effecting automatic custody transfer of the oil increases efficiency in gathering operations as well as trunk line deliveries. Large-diameter pipe is replacing small lines; and old tanks are stepping aside for new ones with roughly three times the storage capacity.

Taken altogether, this marks the emergence of Humble Pipe Line Company, one of the oil country's oldtimers, as one of the most modern and vigorous oil transportation systems in the nation.

The new look in Humble Pipe Line shows to special advantage in the 18-inch trunk line which stretches 370 miles from West Texas to the Houston area. In West Texas, paint on a new Kemper Station is scarcely dry. In September, modernization of Satsuma Station 20 miles northwest of downtown Houston will be complete and three booster stations between these two main crude oil handling points will be fully automated. Nearly all of this work is being done by company employees.

Old Kemper Station, built in 1925, pumped 1.3 billion barrels of crude oil before its retirement last April. Gargantuan diesel engines and other obsolete equipment will soon be scrapped.

Kemper Station, named for a little pioneer town that no longer exists, serves as the hub of Humble Pipe Line's system for moving, separately, seven grades of West Texas crude oil to the Gulf Coast. In addition to the Satsuma line with its maximum throughput of 142,000 barrels a day, Kemper also pumps through a system of 10 and 12-inch lines to HPL's Harbor Island ship loading terminal and, as a common carrier, to Corpus Christi refineries.

The new Kemper Station stands gleaming white (a new color scheme for Humble Pipe Line installations) in the hot Texas sun near Big Lake. Eight miles to the west, over rolling ranchland in the clutches of mesquite, is the famous Santa Rita discovery well which opened West Texas as an oil producing area in 1923. It still pumps, begrudgingly, a few barrels a day.

Looking from the new Kemper control house out past the spanking-new electric pumps and manifolds mounted on concrete slabs, past the 23 units of the 300-acre tank farm, you see Humble's old Kemper station in an arroyo half a mile away. Before it retired with 35 years service last April, it had survived flash floods, sandstorms, near fire, and a mascot cat named *Esso* to

Meter proving tank, developed by Humble Pipe Line research, enables Kemper Foreman H. H. Barnes to check accuracy of oil measuring.

Booster station, near old Ft. McKavett, Texas, is one of three on Kemper-Satsuma line being converted to remote control this summer.

Automatic equipment at satellite stations will be operated by microwave from Kemper.

pump 1.3 billion barrels of sour West Texas crude. That's enough oil at current consumption rates to supply the total gasoline needs of the U. S. for a full year.

The new Kemper station, situated on a gentle knoll, contrasts strongly with the old. More compact and mostly out-of-doors, it pumps crude oil faster, cheaper, and safer. As a Humble Pipe Line engineer puts it: "Here's a good example of a smaller piece of pig iron that does a better job."

Pipeline employees perform most of the major functions of the station without leaving the office—a real boon in bad weather or an emergency. They open and close valves and remotely gauge tanks by pressing buttons at a schematic control panel. They never see their liquid cargo but the instruments tell them exactly where it is at all times.

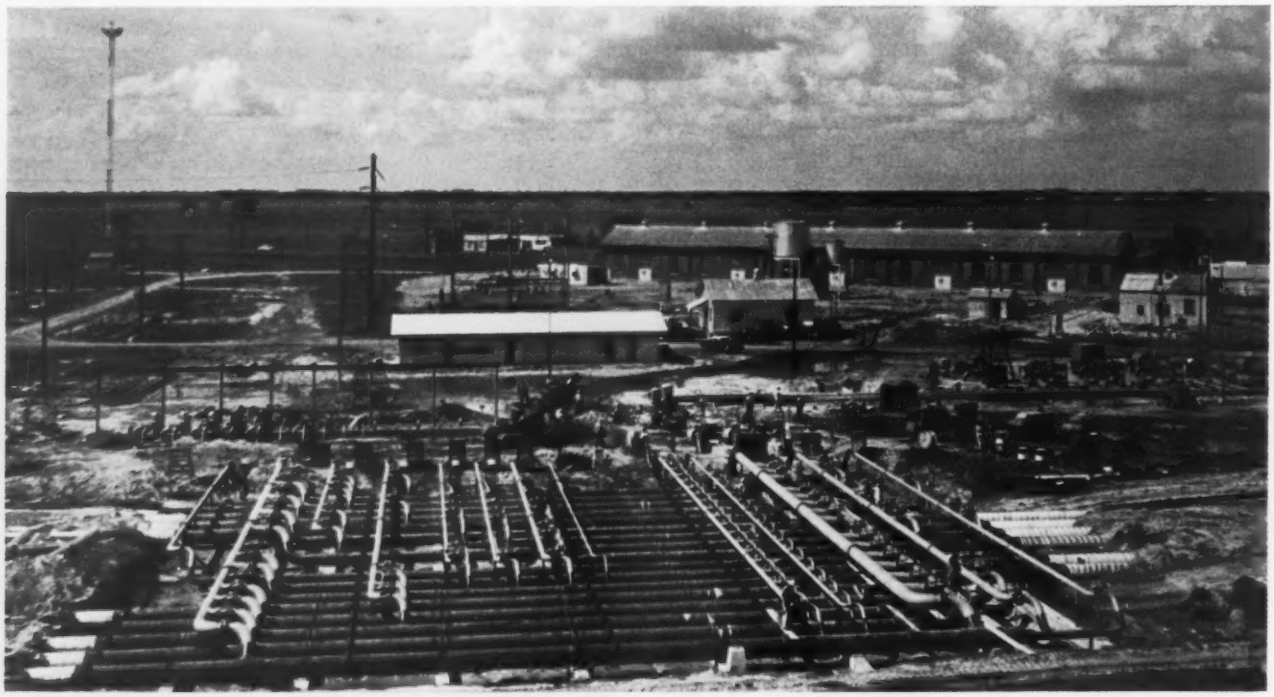
A modernization project similar to the Kemper job is near completion at Satsuma, on the Houston end of the line from West Texas. A central receiving point for West, North, and East Texas producing areas, the Satsuma station delivers crude oil to Humble's Baytown Refinery and tanker loading docks on the Houston ship channel. With the concrete slabs already poured and manifolds installed, the new electric-powered Satsuma station will be on stream by 1960 summer's end.

As part of this project, three booster pumping stations on the Kemper-Satsuma system are being converted to remote, unattended operations. These satellite stations—at Fort McKavett, Eckert, and Warda, Texas—will be controlled from Kemper. There, a dazzling panel of colored lights, dials, and audible alarms will report functioning or failure of equipment. Operating information will be automatically transmitted and recorded by electric typewriter.

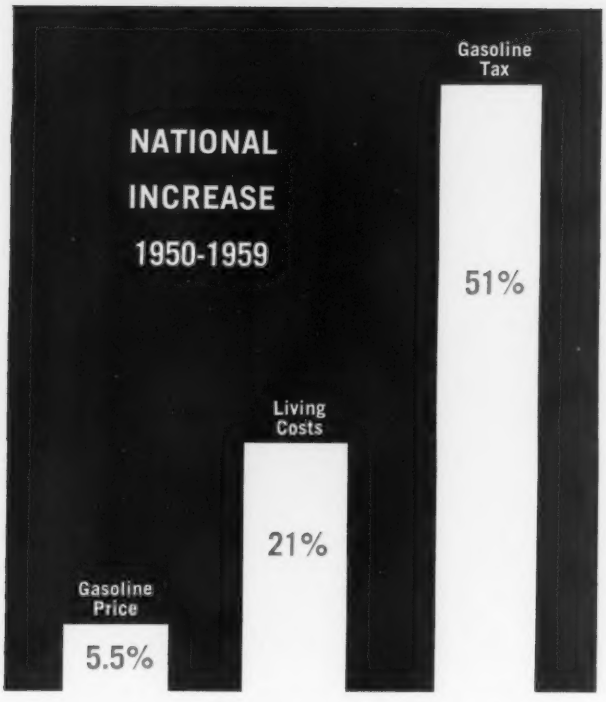
With improvements like this, Humble Pipe Line Company is chalking up important gains in flexibility, economy, and functional effectiveness. Operating expense at main stations and booster outposts is substantially reduced. Equipment and station line maintenance is cut to the bone. Tank switching is held to a minimum and costly vapor loss is curtailed. Safety is enhanced. And valuable manpower is freed for more useful, creative work.

U. S. pipelines have come a long way since the hectic early days of headlong expansion into booming oil fields. "Back then," one pipeline veteran points out, "the idea was to move the oil—and hang the cost. Nowadays we've come around to a concept that makes more sense: Move the oil, but make every penny count."

In pursuit of this economic goal, Humble Pipe Line Company pushes on to new levels of oil transportation efficiency. Its current modernization program is but another chapter in the company's 40-year record of growth, progress, and service.



At Satsuma Pump Station, Humble Pipe Line Company's key crude oil handling point near Houston, new manifolds are installed and modernization is nearing completion. As at Kemper, pumping equipment sits outdoors, can be operated from control building.



Gasoline taxes have increased 51 per cent in the last ten years while the basic price of gasoline has risen only 5.5 per cent.

The gasoline you buy is taxed TOO HIGH

Yet efforts are being made to add more federal and state taxes to the burden

IF YOU are an average motor vehicle owner, you will spend close to one week's pay on gasoline taxes this year. And new attempts are being made at both state and federal levels to increase the amount of gasoline taxes you pay.

State and federal gasoline taxes across the nation currently average 10 cents a gallon—or $1 for every 10 gallons of motor fuel, the energy source that has become a necessity, not a luxury, to the highly mobile American public. That is a sales tax amounting to nearly half of the basic retail price (before tax) of gasoline—a sales tax that is five times as high as the tax on diamonds, mink coats, and similar luxuries.

The gasoline tax actually equals the refinery price of the fuel in some areas.

Such excessive taxation tends to obscure the fact that gasoline is one of the most economical commodities available to the American consuming public. Except for the taxes, the current prices on regular gasoline are about the same as in 1926 and lower than in some post-World War II years. Yet, many people complain that the price of gasoline is too high.

While the cost of living has increased 21 per cent during the past 10 years, the retail price of gasoline, before taxes, has gone up only 5½ per cent. Meanwhile, combined federal and state gasoline taxes have risen 51 per cent.

Trial balloons are aloft already, seeking to extend the most recent "temporary" federal tax—or even attaching another half-cent to it—on the grounds that the federal highway program must push ahead at full speed. President Eisenhower in his special August message to the reconvened pre-election Congress referred to "proper financing to avoid delays in our interstate highway programs." He was calling for another increase in the federal gasoline tax.

About the same time, a state governor told the National Congress of Petroleum Retailers that the federal government should let the latest one-cent "temporary" gasoline-tax increase expire next July. But it wasn't the gasoline consumers' welfare he had in mind; he indicated that the states needed to levy the additional one-cent tax themselves.

The petroleum industry strongly favors more and better highways. It believes, however, that the federal highway program could be carried ahead without the current "temporary" increased tax if a large portion of the federal taxes paid by motorists were not siphoned off each year for non-highway purposes. Last year, more than $1.5 billion in special taxes paid to the federal government by highway users was spent for purposes other than highways. Thus, 40 cents of every dollar motorists paid in special federal taxes was withheld from the highway program.

Meanwhile, motorists have become price conscious and economy minded. Indications are that "economy" cars will account for a much larger share of the automobile market next year than ever before. Gasoline taxes have unquestionably reached or passed the point of diminishing returns for the tax collectors.

The Gasoline Tax Education Committee of the petroleum industry launched a promotion campaign in mid-August that is intended to bring the facts on gasoline taxation and its effect on consumer costs to the attention of the American public. The campaign, which has the approval of gasoline dealers, is national in scope but conducted in each state on the local level. It includes billboard showings, radio spot announcements, and newspaper advertisements across the nation. The campaign carries a simple, factual theme: "The gasoline you buy is taxed too high!"

Meier Heads Manufacturing

H. H. Meier, formerly assistant plants manager of Baytown Refinery, has been named manager of the Humble Division's Manufacturing Department. He succeeds Dr. Charles F. Jones, who joined Humble Oil & Refining Company's headquarters organization on July 1 as manager of the Economics and Planning Department.

Gordon L. Farned continues as plants manager at Baytown, and J. R. Barsalou, formerly operations manager, has become assistant plants manager replacing Mr. Meier.

The work of the various groups of the Manufacturing Department in the Houston office is being transferred to Baytown Refinery as part of a long range organization plan, Humble Division President R. H. Horton announced.

Changes in HPL Company

Effective August 1, Humble Pipe Line Company rearranged its operating territories into three operational areas as follows:

- The West Texas and North Texas Divisions were consolidated into the new West Texas Area, with headquarters in Midland.
- The Southern Division and East Texas Division were consolidated into the new East Texas Area, with headquarters in Houston.
- The Southwest Texas Division was re-named the South Texas Area, with headquarters remaining in Corpus Christi.

In the West Texas Area, J. F. McCarthy is area manager, D. C. Iamm is assistant area manager, and W. C. Hogue remains in Cisco as area superintendent.

In the East Texas Area, P. H. Yolland is area manager, F. W. Leary is assistant area manager, and A. M. Brock remains in Longview as area superintendent. Effective September 1, E. R. Neath became district superintendent at Longview.

In the South Texas Area, G. W. Oliver is area manager and H. E. Hensley is assistant area manager. No area superintendents are contemplated for this area at this time.

The consolidation of the various division functions into the three area offices will be accomplished gradually and with a minimum of inconvenience to employees involved.

Simplification and streamlining of gathering and transportation facilities, and utilization of modern travel and communication facilities make larger geographical areas of responsibility feasible and practical. The three-area system will provide opportunities for increased operational efficiency and for further elimination of duplication of effort.

Marketing Changes

The following organization changes became effective on September 1 in the Humble Division's Marketing Department:

Choyce Allison, formerly acting assistant manager of the Marketing Department, became assistant to the manager of the Marketing Department.

J. C. Wilbourn, formerly division manager of the New Jersey Division of the Marketing Department of Esso Standard Division, became assistant manager of the Marketing Department of the Humble Division.

A. A. Draeger, who is regularly manager of general office sales in the Marketing Department of the Humble Division and who has been acting manager of the Northeast Area of that department, was placed on a rotational assignment as assistant manager of the New York Division of the Marketing Department of the Esso Standard Division.

George Wilmoth, acting coordinator of direct sales in the Houston Office, returned to his regular assignment as manager of the Northeast Area in the Humble Division's Marketing Department.

A Word About The Way

THE HUMBLE WAY, now being mailed to all Humble employees in all divisions of the Company, has found it necessary to deviate from its regular bi-monthly publication schedule during this year of change and reorganization.

The March-April issue, for example, was combined with the May-June issue to permit a more thorough coverage of the mergers and developments in the new organization.

Now, the July-August issue period has been extended to include September. The next issue of the magazine will be dated October-November-December.

The Humble Way

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A study in steel is this construction scene at site of new Humble Building in Houston. Here, men prepare gridwork of foundation reinforcing rods beneath beams that temporarily brace bulkheads.